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ON DEVELOPING INTERVIEW SKILLS AND TECHNIQUES: ANALYZING ONLINE RESOURCES

К проблеме развития умений проводить собеседование: анализ сетевых материалов

One of the main characteristics of the modern labor market is competition. To get the coveted position, the candidate must not only be a good specialist in their field and have certain skills, but also be able to make a good impression and present themselves as a strong personality. Communication between the employer and the applicant takes place at the interview stage – a job interview is a process of interacting between hiring managers and potential employees, which determines the candidate's fit for the company and the role.

Tuckerton [1], Clay [2], Blazeovich [3] and other authors have written a fair number of books to help prepare for interviews. However, most publications on the subject are about writing a good resume or helping to find effective responses to possible questions. There are many online materials dealing with the same problem with more «hands-on» focus.

Vanessa van Edwards is a behavioral investigator with Science of People and the author of «Captivate: The Science of Succeeding with People» (2017). She is a body language trainer specializing in science-based people skills [4]. Compared to other authors, Ms. Edwards emphasizes nonverbal communication and behavior in her work and employment materials, highlighting them as key points.

The aim of the present paper is to analyze Vanessa van Edwards's videos and formulate recommendations for preparing for a successful interview. We've analyzed videos, all of which have one element in common – the aspect of getting a job. Having working experience in Human Resources sphere, I can say that all of the points mentioned in the videos have an important impact on decision making.

The following videos (total of 27 minutes) have been analyzed: «How to ace a job interview with effective body language» [5], «Color psychology: understanding how color choices affect our behavior» [6], «The science of the perfect handshake» [7], «Can you make your voice sound better? Use the science of vocal power» [8]. The researcher talks about how to behave during the interview and create a good first impression. She tells about the influence of color on the perception of us by others and what it can tell about our mental condition and stress level. Wearing the right colors can send powerful and mood boosting messages. For example, red is the

color of confidence and passion, gray stands in opposition to red, and the best colors to wear to an interview are ones that are neutral, such as black, navy or brown.

Speaking of handshakes, they are closely related to eye contact. From the position of the hands during the handshake and strength, you can indicate your superiority over someone or show that you are on an equal footing with a person. There was also a talk about some vocal exercises and techniques that can help you sound better. The tone of voice says more than your words do. Whether you're a rising public speaker trying to improve reputation or if you're striving to become a more influential leader at work, the key to make other people listen is mastering your public speaking voice.

Based on the material from the videos watched, the following conclusions can be made: 1) during the interview the candidate should not only demonstrate the level of their knowledge, but also monitor their behavior, voice and manners; 2) candidates should think about their look in advance and dress appropriately; 3) candidates should care about their values and respect the people with whom they're interacting.

The recommendations given by Ms. Edwards seems to be in accordance with the ones given by other authors [1; 2; 3]. However, the videos have an advantage of having the effect of «here and now», which makes them an effective instrument to be used in self-study and self-development.

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SOCIO-CULTURAL ENVIRONMENT OF INTERNATIONAL BUSINESS

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Nowadays, entrepreneurship is influenced by various factors, both internal and external. Going to the international level increases the uncertainty of the decisions made. The external environment can be divided into macro- and micro-environment. Its formation can be influenced by sociocultural, economic, trade, technological and other factors. So, the purpose of this paper is to study these factors.

Sociocultural factors include changes in the demographic situation, the level of education, the health care system and social security. Labour mobility, habits and hobbies of the population, lifestyle, values, priorities also form socio-cultural factors of influence business. It should be noted that most of the values are formed as a result of historical, political, social events in the country.

The behavior of people can be influenced by the climate, the length of the day, the change of seasons, and other factors that indirectly affect a person's worldview. Trade is ratio of purchase and sale that develops between entities. International business encompasses entities belonging not only to different national economies, but also to different socio-cultural spheres.

The success of business largely depends on the trust of the ratio between the subjects, therefore, understanding the intricacies of the cultural and social aspects of life is very significant. With the interaction of subjects belonging to different sociocultural groups, an intersection of cultures occurs. That is, cooperation and